HERO TIME

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Have you ever had trouble learning a new skill in the creative-living space?
LIFESTYLE
Skill Wisdom

Food
Beauty & Style
Technology
Arts & Design

Music
Home & Garden
Sports & Fitness
Spirituality & Wellness

Umbrella designed by Edward Boatman from the Noun Project
The Eagles' *Hotel California* performed by Darryl Minsky
Explicit Knowledge

Tacit Knowledge

Book designed by Madebyelvis from the Noun Project; Soccer designed by Juan Pablo Bravo from the Noun Project
Explicit Knowledge

- MOOCs

Tacit Knowledge

Rich Media
- Face to Face
- Video Conference

Lean Media
- Telephone
- Email
- Newsletter Bulletin

MOOCs

Explicit

Tacit

HEROTIME

Helpouts by Google

Pivot planet

takelessons

SKILLSHARE

Clarity

Text

Pearl

Newsletter Bulletin

Lean Media

Rich Media
Task-Based

- MOOCs

Trust

- Facebook
- Pearl

No Trust

Passion-Based

- Facebook Lessons
- Helpouts by Google
- Pivot Planet
- Clarity
- Meetup
Discoverability

Trust

Quality

Magnifying Glass designed by Karl Schafeffler from the Noun Project; Lock designed by Atelier Iceberg from the Noun Project
Discoverability
No central repository, burying it under ‘Other’

Trust
One-dimensional ratings, reviews outside of your social circle

Quality
Lack of written cues, portfolio, metrics for gauging expert level
Took the Long and Winding Road

Initially looked at selling in-person ‘time’

- Professional services
- Experiences
- Education lessons
We struggled to narrow focus.

What problem are we solving?
In-person skill learning from your community
Research
Research Goals

• Understand how a person navigated through the lifestyle-learning experience.

• Evaluate and confirm our qualitative findings designed into the high-fidelity prototype.
Motivations

• Getting unstuck
• Self-improvement
• Shared experiences
Search

- Recommendation from personal network
- Takes too much time to search
- No central place to search
Choice Reduction

- Recommendation from personal network

- Site seems untrustworthy
- People seem untrustworthy
Action!

- Good profile picture
- Adequate information
- Qualification present

- Poor communication skills
- Unclear about logistics
Search bar in center of header and home page

Quick signup w/ little required information
PEOPLE LIKED...

Accessible information
(profile pics, ratings, reviews)

Detailed reviews
created by other users
Users were unclear about the goal of the site
3 of 4 users didn’t know what fell into a lifestyle activity.
2 of 4 participants were unclear if it was a one-time or ongoing engagement.
Users didn't understand they could negotiate the seller’s listed price.

3 of 4 participants expected to pay the price listed on the seller’s page.

2 of 4 users had negative associations with the phrasing of the negotiated price question.
The payment module's language confused users
Craftsmanship
○ Introduction
○ Research
○ Craftsmanship
○ Demo
○ Next Steps
Introduction
Research
Craftsmanship
Demo
Next Steps
1. **User Experience**  
   UX research for seller experience, retest updated home page

2. **Discoverability**  
   Find ‘similar’ people, find people within social circle

3. **Trust**  
   Better payment page, portfolio, verified profiles
Thank you for your attention.
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But we’re not done quite yet.
Thanks to

Ray Larson, Steven Weber, David Reimer, Sara Beckman,
Maggie Law, Nikola Radnović, Damjan Stanković,
Sayantan Mukhopadhyay, Favio Tello

…and the I School community.
Now, on to your questions.